



THE
APPIES
2026

MALAYSIA
MARKETING CAMPAIGNS AWARDS



JOIN THE
LEGACY

08 - 09 JULY 2026

PJ MARRIOTT

OFFICIAL ENTRY KIT

Online Submission: <https://appies.com.my>



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THE
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PRESIDENT'S MESSAGE

The highly acclaimed APPIES – the annual festival showcasing the best ideas in marketing across Asia – is back with its eleventh Malaysian edition.

APPIES Malaysia is an annual festival of the best marketing ideas, held over two days and it is organised by MARKETING Magazine Asia on 08th and 09th July 2026 for judging & presentations.

What sets The APPIES apart from other events is that each featured campaign is presented Live by the brand marketers and campaign creators themselves before a panel of distinguished judges and an industry audience.

Known as the “TED of Marketing”, campaigns are presented in an interactive format comprising of a four-minute creative reel summary, followed by a 5-minute oral presentation highlighting significant aspects of the campaign. Then the presenters fields questions from the judges for 3 minutes. The whole presentaion is a Live 4-5-3 minute presentation format.

Campaigns must have run between July 2025 to May 2026 in any of our 21 categories.

All creative, media, digital and marketing organisations can submit their entries by 30th June 2026.

And join the Legacy of Winners!

Professor Harmandar Singh



THE
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2026

MALAYSIA
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APPIES MALAYSIA LEADERS



Professor Harmandar Singh
President
APPIES Malaysia



Goh Shu Fen
President – APPIES APAC
Advisor APPIES Malaysia
President, APAC mediasense.



Adam Wee Abdullah
APPIES Malaysia Advisor



Santharuban T. Sundaram
APPIES Malaysia Advisor



Vishnu Devarajan
CEO – APPIES Malaysia



THE
APPIES
2026

MALAYSIA
MARKETING CAMPAIGNS AWARDS

WHO CAN PARTICIPATE

CREATIVE, MEDIA, DIGITAL & MARKETING AGENCIES

Showcase your campaigns to an audience that comprises the Who's Who of marketing. Intrigue your peers, clients and prospects as you bring them into your world, and the breakthrough thinking behind the strategies.

At the same time, embrace this opportunity to learn from your peers and industry players. Expand your horizons as the best advertising, marketing, media and digital minds in Malaysia share invaluable market know-how.

Discover what makes campaigns work and the real reasons why. Take your skills to the next level on 08th and 09th July 2026.

MARKETERS

Encourage your creative, media, digital and marketing agencies to present your campaign to the industry and increase the visibility manifold.

Better yet, share the stage and co-present your campaign, relating the creative process, campaign results and demonstrating how client-agency synergy can create spectacular marketing results.



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CATEGORIES

INDUSTRY CATEGORIES

- 01 **Best in Food & Beverage**
Campaigns that drove growth for food and beverage brands across any channel or format.
- 02 **Best in Non-Food FMCG**
Fast-moving consumer goods excluding food, including household, personal care and packaged goods.
- 03 **Best in Consumer Durables**
Longer purchase-cycle products such as electronics, appliances and home-related categories.
- 04 **Best in Consumer Services**
Services aimed at consumers, including entertainment, utilities and lifestyle offerings.
- 05 **Best in Financial Services**
Banking, insurance, fintech and related financial solutions.
- 06 **Best in Business Services (B2B)**
Marketing targeted at businesses, including enterprise solutions and professional services.
- 07 **Best in Telco & Technology**
Telecommunications, devices, platforms and technology-driven brands.
- 08 **Best in Travel, Tourism & Hospitality**
Airlines, hotels, destinations and tourism boards.
- 09 **Best in Automotive**
Vehicles, mobility solutions and automotive-related services.
- 10 **Best in Retail**
Brick-and-mortar retail brands and multi-channel retail environments.
- 11 **Best in E-Commerce**
Online-first commerce platforms, marketplaces and digital retail brands.
- 12 **Best in Education**
Institutions, edtech platforms and learning solutions.
- 13 **Best in Healthcare & Wellness**
Healthcare providers, pharmaceuticals and wellness brands.
- 14 **Best in Government, Culture & Sustainability**
Public sector, NGOs and initiatives driving social, cultural or environmental impact.

SPECIAL CATEGORIES

(No submissions required)

- APPIES 2026 Rising Star Presenter of the Year (below 30)
- APPIES 2026 Trailblazing Presenter of the Year (above 30)
- APPIES 2026 Media Agency of the Year
- APPIES 2026 Advertising Agency of the Year
- APPIES 2026 Digital Agency of the Year
- APPIES 2026 Production Company of the Year
- APPIES 2026 Marketer of the Year

BUSINESS CHALLENGE CATEGORIES

- 15 **Best in Brand Launch & Repositioning**
Successful introductions, relaunches or repositioning of brands that shifted perception and drove growth.
- 16 **Best in Retail & Shopper Marketing**
Campaigns that influenced shopper behaviour and drove conversion at the point of purchase.
- 17 **Best in Market Expansion**
Growth into new audiences, segments or geographic markets.
- 18 **Best in Business Transformation**
Marketing that supported a shift in business model, digital transformation or organisational change.
- 19 **Best in Customer Acquisition**
Strategies that successfully attracted new customers at scale.
- 20 **Best in Customer Retention & Loyalty Growth**
Efforts focused on increasing retention, repeat purchase and lifetime value.
- 21 **Best in Revenue Growth / Sales Impact**
Campaigns where measurable sales or revenue impact was the primary outcome.
- 22 **Best in Crisis Response & Brand Recovery**
Marketing that effectively managed reputational or operational crises and restored brand trust.

CATEGORIES

PLATFORMS & PURPOSE

Recognising the marketing disciplines, channels and ideas that powered effectiveness.

A. CORE PLATFORMS

- 01 Best in Digital**
Integrated use of digital platforms to drive engagement and results.
- 02 Best in Social**
Strategic use of social media to build communities and influence behaviour.
- 03 Best in Influencer & Creator Marketing**
Partnerships with creators or influencers to deliver authentic engagement and impact.
- 04 Best in OOH / DOOH**
Out-of-home and digital out-of-home campaigns that delivered scale and visibility.
- 05 Best in E-Commerce Platforms**
Use of digital commerce platforms to drive transactions and growth.
- 06 Best in Customer Experience**
End-to-end experience design that improved satisfaction, loyalty or conversion.
- 07 Best in Innovation**
Breakthrough ideas, formats or technologies that created new marketing possibilities.
- 08 Best in AI & Marketing Technology**
Application of AI or advanced technology to enhance targeting, creativity or performance.
- 09 Best in AdMail / Direct Marketing**
Targeted direct communications that drove measurable response.
- 10 Best in Festive Marketing**
Campaigns built around cultural or seasonal moments such as Ramadan, Chinese New Year or Deepavali.

B. DISCIPLINE CATEGORIES

- 11 Best in PR & Communications Effectiveness**
Campaigns that shaped public perception, earned attention or managed brand reputation.
- 12 Best in Content & Branded Entertainment**
Use of storytelling, content or entertainment formats to engage audiences and drive outcomes.
- 13 Best in Experiential & Activation**
Immersive brand experiences, events or activations that drove participation and impact.
- 14 Best in Search & Discovery**
Leveraging search, SEO or discovery platforms to capture intent and drive action.
- 15 Best in Performance Marketing**
Data-driven campaigns focused on optimisation, conversion and measurable ROI.
- 16 Best in Customer Loyalty & Relationship Marketing**
CRM and lifecycle strategies that built long-term customer relationships.
- 17 Best in Data, Personalisation & Programmatic**
Use of data, targeting and automation to deliver relevant and efficient marketing.
- 18 Best in Omnichannel & Integrated Marketing**
Seamless orchestration across multiple channels to deliver a unified brand experience.

C. EMERGING & CULTURE CATEGORIES

- 19 Best in Gaming, eSports & Gamification**
Use of gaming environments or mechanics to engage audiences and drive brand outcomes.
- 20 Best in Audio, Podcast & Sonic Branding**
Audio-led strategies including podcasts, streaming and sonic identity.
- 21 Best in Community & Cultural Impact**
Campaigns that tapped into communities, subcultures or societal movements.
- 22 Best in Purpose-Driven Marketing**
Work driven by sustainability, social good or meaningful brand purpose.
- 23 Best in Hyperlocal / Tribal Marketing**
Campaigns tailored to specific local audiences, tribes or cultural segments.



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ENTRY GUIDELINE

LIVE PRESENTATION (4-5-3 mins)

All finalists will be required to send a presenter to present the campaign in person to a judging panel.

- i) Campaign Video (up to 4 minutes) – Screening of campaign video
- ii) Presentation (up to 5 minutes) – A live/video presentation of the business issue/challenge, strategy, creative idea/ execution and the results (demonstrating how the marketing communications contributed to results of the campaign)
- iii) Question & Answer (up to 3 minutes) – The judging panel will pose questions relating to the campaign. (Presenters are encouraged to pre-empt questions and prepare beforehand so they have the necessary campaign information when queried)

ELIGIBILITY PERIOD

Campaign entries must have run between July 2025 to May 2026 (entries submitted in previous years cannot be entered again)

HOW TO SUBMIT

You can submit via online here:
<https://appieawards.awardsengine.com>

SUBMISSION DEADLINE

30th June 2026: Submissions Deadline
04th July, 2026: : Announcement of Finalists
09th & 10th July 2026: Judging & Presentations
21st August 2026: APPIES Malaysia 2026 Awards Night

PAYMENT DETAILS

ENTRY FEES

RM 2,200 per entry submission

You can make your payment online via here: <https://marketingmagazine.com.my/event/appies-malaysia-2026/>

CHEQUE PAYABLE TO:

Sledgehammer Communications (M) Sdn Bhd ^{289967-W}
22B, Jalan Tun Mohd Fuad 1,
Taman Tun Dr. Ismail
60000 Kuala Lumpur, Malaysia

BANK TRANSFER TO RHB BANK BERHAD
2-14389-000-10505 (Swift Code: RHBBMYKL)

REGISTRATION & PAYMENT

- Full payment is required upon submission.
- Submission without full payment will be treated as provisional.
- Payment can be made via a crossed cheque payable to Sledgehammer Communications (M) Sdn Bhd by 30th June 2026.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change or cancel the awards programme due to unforeseen circumstances.

Kindly email the payment slip/proof to Ms Rani (rani@adoimagazine.com) and please mention your campaign title and agency/company name.



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ENTRY FORM

ENTRY DETAILS

CONTACT INFORMATION

NAME

DESIGNATION

NAME OF AGENCY/ COMPANY

MOBILE NUMBER

EMAIL

ENTRANT'S COMPANY CLASSIFICATION
(CHOOSE ONE)

Advertiser

Media Agency

Advertising Agency

Production Company

Interactive Agency

Other

CAMPAIGN DETAILS

CAMPAIGN TITLE

NAME OF ADVERTISER/CLIENT

NAME OF AGENCY/ COMPANY

NAME OF BRAND

CATEGORY

Choose your category which best suits your campaign. Please list only one. It should be noted the organizers reserve the right to re-categorise your campaign if they feel another category is suitable.

Best in FMCG - F&B

Best in Govt/NGO

Best in Fast Dining

Best in Sustainability

Best in Non-Food FMCG

Best in Digital

Best in Festive

Best in Social

Best in B2B

Best in Tech

Best in Financial Services

Best in Customer Experience

Best in Travel & Hospitality

Best in E-Commerce

Best in Education & Training

Best in AI

Best in Automotive & Transport

Best in OOH/DOOH

Best in Healthcare

Best in Innovation

Best in Admail Impact

MEDIA SPEND EXPENDITURE

Media spending is extremely relevant to gauging a campaign's overall success. Please indicate media expenditures based on one of the following boxes:

Under RM1 Million

RM5 Million to RM10 Million

RM1 Million to RM5 Million

RM10 Million and over

ENTRY FORM

ENTRY DETAILS

Describe the difficulties faced, core idea and results of your campaign. Provide quantifiable data to make your case compelling. Be relevant and succinct (font size:12).

CHALLENGE (250 WORDS MAX)

Online Submission: <https://appieawards.awardsengine.com>

- Business Objective of the Campaign
- Clear marketing goals defined in context of business challenge
- Difficulty of task in context of market challenges (Consider: relevant regulatory, competition / product / price/ market size)

THINKING (250 WORDS MAX)

Online Submission: <https://appieawards.awardsengine.com>

- What Is The Big Idea or The Campaign Concept?
- Sharp distillation of insights
- Core idea is relevant and distinctive

EXECUTIONS (250 WORDS MAX)

Online Submission: <https://appieawards.awardsengine.com>

- How is it effectively carried out?
- Synergistic implementation of idea across relevant touch points

THE RESULTS (250 WORDS MAX)

Online Submission: <https://appieawards.awardsengine.com>

- Results shared can be attributed to the marketing tactics deployed
- Results in reference to market context (e.g. market size, market category, market share)
- What is the return on investment? Directly impact on sales, market share or conversions? (or do they reflect media activity?)
- Consider the results metrics. Are they:
 - Direct sales/market share impact?
 - Survey metrics of purchase preference?
 - Media and frequency metrics?
 - Activity metrics (social media likes, comments, engagement)?

CAMPAIGN SYNOPSIS (150 WORDS MAX)

Online Submission: <https://appieawards.awardsengine.com>

PRESENTER

NAME OF PRESENTER

DESIGNATION

MOBILE NUMBER

EMAIL

COMPANY

AGE



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ENTRY FORM

CREDITS

FOR WINNERS CERTIFICATES & PUBLICATION

AGENCY (maximum of four names)

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

CLIENTS (maximum of four names)

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

TROPHY DESCRIPTION

CATEGORY

ADVERTISER

AGENCY/ COMPANY

CHECKLIST

1. Entry Form – (Pages 4, 5, 6)

Entry Details

Written Entry

2. Media Submission

Creative Reel – 4 minute video showcasing your campaign. Include examples of creative materials discussed in your written submission.

(video should be in .mov or .mp4 format, up to 200MB)

Campaign Image – provide an image (high resolution, 300 dpi, jpeg format) that best represents your work.

Powerpoint slide presentation (ppt, pptx format, max file size 100 MB)

3. Credits (Page 6)

a list of all primary, strategic and creative partners who assisted in the success of the campaign.

4. Make Payment

Entries will be only accepted upon receipt of your payment. Only payment in RM is accepted.

NOTES:

- 1 All completed forms, video etc. to be submitted online by 30th June 2026 at <https://appieawards.awardsengine.com>
- 2 All the requested materials will be used for publication purposes.
- 3 For any clarifications, please contact us:
 - Vishnu ☎ +60 12-327 0125 ✉ (vishnu@adoimagazine.com)
 - Patrick ☎ +60 12-336 3755 ✉ (patrick@rup.com.my)
 - Ruby ☎ +60 12-613 5108 ✉ (ruby@adoimagazine.com)

PUBLISHING POLICY

Sledgehammer Communications reserves the right to showcase finalists and winners in the APPIES in various ways. Publication is at the sole discretion of Sledgehammer Communications. Work submitted must be original with rights secured.

The creative material, case video and presentation slides entered into the APPIES Malaysia 2026 becomes the property of the Sledgehammer Communications and will not be returned.

By entering your work in the APPIES Malaysia 2026, you are indicating agreement to grant Sledgehammer Communications the right to make copies, reproduce and display the creative materials & case video and presentation slides for educational and publicity purposes such as, but not limited to, the APPIES Malaysia website, eDMs, press releases.

We respect the confidentiality of information provided in your submissions. If there is any confidential information that needs to be omitted, please contact the Sledgehammer Communications staff on a case basis.